

Half-yearly Examination - 2016-2017
COMMERCIAL STUDIES

Time : 2 Hrs. 15 min

F. M. : 80

Std. : X

SECTION A

(Answer all questions from the following
and any four from Section B)

(20 x 2 = 40 Marks)

Question I

1. What is promissory note?
2. How does a status barrier effect effective communication?
3. What are overheads?
4. Mention any two agency functions of a commercial banks.
5. Define banking

Question II

1. Budget and forecast
2. Fixed cost and variable cost
3. Liquidity basis and permanence basis
4. Cheque and draft
5. Packing and Labeling

Question III

1. What is film advertising?
2. Define Decoding.
3. Outline any two expectations of government from an organization.
4. Define marshaling of balance sheet
5. Write any two features of a product.

Question IV

1. What is a capital receipt?
2. "It pays to advertise" Do you agree? Give reason.
3. What is a family brand?
4. Define brand promotion.
5. What is trading account?

SECTION B

(Any four from this Section)

1. What are the important function of a central bank? (6)
2. Differentiate between income and expenditure account and profit and loss account. (4)

Question II

1. Explain the factors to be considered while selecting a suitable advertising media. (5)
2. Name the different types of banks prevailing in our country. (3)
3. State two advantages of a Cheque system. (2)

Question III

1. Differentiate between budget and forecast. (4)
2. State any 4 features of Revenue expenditure. (4)
3. What is a factory overhead budget? (2)

Question IV

1. Explain the different elements of indirect cost? (3)
2. Write short note on observation method. (3)
3. Name the three types of survey and explain in brief anyone survey. (4)

Question V

1. Explain the types of communication with examples. (4)
2. Distinguish between advertising and publicity. (3)
3. Why do you need a consumer protection Act? State any 3 reasons. (3)

Question VI

1. Prepare Trading, Profit and loss Account of MIS Jindal Enterprises for the year ended 31st March, 2014 from the following Trail balance (10)

Capital		20000
Drawings	1500	
Cash at Bank	1400	
Purchases and Sales	22000	45000
Returns	2000	1000
Discount	400	
Carriage Outwards	600	
Salaries	6000	
Trade expenses	1200	
Opening Stock	5000	
Bad Debts	600	
Rent	1500	
Investment	36000	
Furniture	5000	
Debtors and Creditors	5000	10000
Stationary	2500	
Commission		300
Bank Loan		14400